



USTDA

United States Trade and Development Agency

USTDA IN CHINA

BUILDING NEW PARTNERSHIPS FOR TRADE

WWW.USTDA.GOV

The U.S. Trade and Development Agency (USTDA) helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

USTDA Programs

USTDA promotes economic growth in emerging economies by facilitating the participation of U.S. businesses in the planning and execution of priority development projects in host countries. The Agency's objectives are to help build the infrastructure for trade, match U.S. technological expertise with overseas development needs, and help create lasting business partnerships between the United States and emerging market economies.

USTDA advances these objectives through its two key programs, the International Business Partnership Program and the Project Development Program.

USTDA's reverse trade missions (RTM) are the mainstay of its International Business Partnership Program (IBPP). Created in 2010 in response to President Obama's National Export Initiative, the IBPP is USTDA's signature program for linking the U.S. private sector to foreign buyers. These visits are carefully planned to enable foreign decision makers to meet with U.S. businesses and to observe the manufacture, and demonstration of U.S. goods and services that can help them achieve their development goals. These RTMs also include meetings with financial institutions to observe financing options and technical and regulatory bodies that can assist with strengthening the project sponsor's technical capacity.

Through feasibility studies, technical assistance and pilot projects, USTDA's Project Development Program helps overseas project sponsors identify technological solutions and various sources of financing for priority infrastructure projects.

USTDA in China

USTDA's program in China focuses on trade capacity building initiatives, technical assistance, and pilot projects in the transportation, energy, information technology, and healthcare sectors.

The Agency's success in China is due in part to the public-private cooperative programs that USTDA supports in country. These programs provide a forum wherein government agencies and private companies from both the U.S. and China can share technical, policy, and commercial knowledge relevant to a specific field. USTDA has successfully established programs based on this model in the aviation, water quality, standards and conformity assessment, energy, and healthcare sectors.

By adapting to the evolving needs of China's market and closely coordinating with Chinese decision makers, these public-private partnerships have enjoyed long-term success, providing continued trade opportunities and enhancing the development of China's key industries. USTDA's continued cooperation with China has generated over \$7.2 billion in U.S. exports.



In 2012, USTDA conducted 6 reverse trade missions to introduce Chinese public and private sector officials to U.S. best practices and advanced technology solutions.



USTDA Supports the NEI's mission as a member of the President's Export Promotion Cabinet

USTDA IN CHINA

BUILDING NEW PARTNERSHIPS FOR TRADE

WWW.USTDA.GOV

Partnering for success

Since 2001, USTDA has funded over 140 technical assistance and pilot projects, and 45 reverse trade missions for Chinese public and private sector officials. In 2012, USTDA partnered with 14 technical agencies across the U.S. government on activities throughout China.

Enhancing cooperation through exchange

In 2012, USTDA completed 6 study tours and 18 workshops, conferences, and training programs for over 1,300 Chinese participants in the areas of transportation, energy, environment, IT, emergency response, anti-monopoly law, and agricultural biotechnology.

Supporting exports and U.S. jobs

USTDA's China projects have facilitated over \$7.2 billion in exports since 2001. In 2012 alone, U.S. companies reported over \$800 million in new exports generated as a result of USTDA's activities in China.

Leveraging industry innovation and resources for win-win results

Aviation Cooperation Program (ACP): Now in its 9th program phase with over 40 U.S. industry members and 6 public sector partners, the U.S.-China ACP has provided executive and safety management training for over 800 Chinese aviation officials since 2004. U.S. companies attribute more than \$5.4 billion to ACP's USTDA-funded activities.

Energy Cooperation Program (ECP): Established in 2009, the U.S.-China ECP has expanded membership to over 44 U.S. companies across 9 subsector working groups. To support ECP and promote clean energy development in China, USTDA has funded 8 reverse trade missions, 9 pilot projects, and 6 workshops for Chinese public and private leaders.

Healthcare Cooperation Program (HCP): Founded in 2011, HCP has grown to include over 42 U.S. industry and 10 non-governmental members. USTDA has provided funding for a series of 3 study tours, a pilot project, and 8 technical workshops in support of HCP activities.

Standards Conformity and Assessment Cooperation Program: Since 2006, the USTDA-funded Standards Cooperation Program has completed over 45 industry-led standards workshops addressing technical topics across 8 sectors and 13 subsectors.

Agricultural Biotechnology Program: USTDA has supported three phases of the China Agricultural Biotechnology Program since 2002. During Phase III (2009-2012) five workshops have been completed with training for 108 Chinese regulators and scientists in the area of agricultural biotechnology. Since 2002, over \$1.5 billion in U.S. exports have been credited to this multi-phase program.

Antimonopoly Law Program: With completion of 14 workshops since 2008, the AML program has provided training for over 820 Chinese officials and encouraged substantive bilateral policy dialogue and cooperation to facilitate development of transparent and due processed-based competition and an antitrust framework in China.



USTDA Social Media

Facebook

facebook.com/USTDA

Twitter

twitter.com/USTDA

YouTube

youtube.com/ustdavidoe

LinkedIn

<http://goo.gl/4MI11>

Contact us for more information:

East_Asia@ustda.gov
(703) 875-4357
www.ustda.gov

Geoff Jackson, East Asia Regional Director
Lida Fitts, East Asia Country Manager
Verinda Fike, East Asia Country Manager
Xiaolei Wan, U.S. Embassy Project Coordinator